

February 13, 1968

Second Draft

Although the Cigarette Advertising Code has been amended, there has been no major change in the Philip Morris advertising philosophy. For your guidance, the following guidelines will apply:

1. No Philip Morris cigarette advertising shall make any representation with respect to health. This is exactly the same position as set forth in the Cigarette Advertising Code. Certain restrictions, however, established in interpretation under the Code will no longer apply. Specifically limitations on the length of filter references in TV commercials, limitations on the number of times the words "menthol" and "filter" may appear on packs and cartons, prohibition of the use of adjectives modifying the word "filter" and restrictions on the use of the word "menthol" and coolness illustrations, such as frosting of packs, will no longer apply.

2. Statements as to the tar and nicotine content of our cigarettes should not appear in advertising or on packages. Also claims of "high filtration" etc., or other claims heretofore criticized by governmental authorities should not be employed. This is not to prohibit claims such as "sophisticated filter system" or "unique filter", etc. where appropriate.

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3. Filter descriptions or claims are permitted provided the Research and Legal Departments pass on the matter. In case of disagreement with the marketing department, the proper senior corporate executives shall be advised by the Research and/or the Legal Departments with respect to their opinions on the problems involved. Such advertising may require an appropriate disclaimer. No such advertising shall imply a health claim.

4. All advertising must be factually accurate and not misleading.

Since the Cigarette Advertising Code continues in effect, all "advertising" as defined therein will continue to be submitted for the prior approval of the Administrator. Legal Department review procedures remains unchanged.

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